

Message Text

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C O N F I D E N T I A L LIMA 9513

E.O. 11652: GDS

TAGS: BEXP, PE

SUBJECT: US PARTICIPATION IN TENTH PACIFIC FAIR

REF: A) LIMA 8209, B) STATE 125008; C) LIMA 4858

1. SUMMARY: AT FIRST ORGANIZATION MEETING FAIR ORGANIZERS AND GOP OFFICIALS INDICATED IMPORTANCE THEY ATTACH TO US PARTICIPATION IN TENTH PACIFIC FAIR. ALMOST ALL COUNTRIES WITH REPRESENTATION IN PERU EXPRESSED INTENTION TO EXHIBIT NOT ONLY IN ORDER "SHOW FLAG" BUT TO REAP BENEFITS OF IMPROVED ECONOMIC CONDITIONS EXPECTED SECOND HALF 1977. FAILURE OF US TO BE PRESENT AT FAIR WOULD BE SERIOUS DISAPPOINTMENT TO GOP AND COULD JEOPARDIZE US MARKET SHARE. EMBASSY URGES INCLUSION OF PACIFIC FAIR IN FY 78 EVENT SCHEDULE. END SUMMARY.

2. COMMERCIAL ATTACHES OF ALL DIPLOMATIC MISSIONS ACCREDITED IN LIMA ATTENDED FIRST ORGANIZATIONAL MEETING FOR TENTH PACIFIC FAIR ON OCTOBER 5. LUNCHEON MEETING, HOSTED BY FAIR ORGANIZERS, WAS ALSO ATTENDED BY TOP GOP OFFICIALS. PRESENTATIONS EMPHASIZED GREAT IMPORTANCE GOP ATTACHES TO FAIR BOTH IN ECONOMIC AND POLITICAL TERMS. AS IN PREVIOUS YEARS, MACHINERY AND EQUIPMENT SHOWN AT FAIR WILL NOT BE COUNTED AGAINST IMPORTERS' DOLLAR IMPORT QUOTAS. WHILE RESTRICTIONS ON DOLLAR ALLOCATIONS SHOULD NOT BE AS SEVERE IN NOVEMBER 1977 AS AT PRESENT, ABILITY LEGALLY TO CIRCUMVENT DOLLAR
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RESTRICTIONS THROUGH PARTICIPATION IN FAIR WILL CONTINUE

TO BE A SIGNIFICANT ADVANTAGE FOR US EXPORTERS. US EXHIBITORS RECORDED \$9.1 MILLION IN OFF-THE-FLOOR SALES AT THE IX PACIFIC FAIR IN NOVEMBER 1975 AND 12-MONTHS PROJECTED SALES OF \$32.4 MILLION. NINETY-SEVEN PERCENT OF US GOODS EXHIBITED WERE SOLD OFF THE FLOOR.

3. ASSISTANT SECRETARY OF COMMERCE ENRIQUE ESTREMADOYRO AND DIRECTOR GENERAL OF CUSTOMS COL. JOSE ZLATER STATED THEY WILL PERSONALLY ENSURE EXPEDITIOUS HANDLING OF ALL INCOMING SHIPMENTS FOR FAIR AS WELL AS RAPID PROCESSING OF GOVERNMENT PERMITS FOLLOWING SALES. GOSTA LETTERSTEN, FAR DIRECTOR, NOTED THAT TENTH FAIR WOULD TAKE PLACE NOVEMBER 16-27, 1977. EXHIBITION SPACE WILL BE RENTED AT A RATE OF \$25 PER M2. GUILLERMO FERREYROS, MANAGER INTERNATIONAL DIVISION, INDICATED THAT EVEN GREATER PROMOTIONAL EFFORT WILL BE MADE NEXT YEAR IN ATTRACTING BUYERS FROM ALL ANDEAN PACT COUNTRIES THAN IN 1975 WHEN MORE THAN 1,000 NON-PERUVIAN BUYERS VISITED THE FAIR GROUNDS. TOTAL ATTENDANCE WAS 450,000. BIENNIAL LIMA FAIR HAS BECOME THE LARGEST AND MOST PRESTIGIOUS REGIONAL EXHIBITION ON WEST COAST OF SOUTH AMERICA.

4. DURING THE MEETING THE COMATT WAS ABLE TO ASCERTAIN THAT VAST MAJORITY COUNTRIES WITH REPRESENTATION IN PERU, INCLUDING ALL INDUSTRIALIZED NATIONS, PLAN TO PARTICIPATE IN THE FAIR. EVEN COUNTRIES WHOSE SALES AT THE LAST FAIR WERE ONLY A FRACTION OF OURS EXPRESSED THE NEED TO KEEP SHOWING THEIR PRODUCTS. THEY FEEL THAT SINCE IMPROVED ECONOMIC CONDITIONS ARE EXPECTED FOR SECOND HALF 1977, FAIR WILL BE TIMELY AND RELATED SALES WILL MORE THAN JUSTIFY THEIR EFFORTS. WHILE ATTACHES OF ALL NATIONS WERE WELL RECEIVED, USG REP WAS OPENLY CENTER OF ATTENTION BY SHOW ORGANIZERS AND GOP OFFICIALS. THERE CAN BE NO DOUBT CONCERNING THE IMPORTANCE GOP ATTACHES TO US PARTICIPATION. THE FAILURE OF THE US TO EXHIBIT AT THE FAIR WOULD BE A SERIOUS DISAPPOINTMENT TO GOP. MOREOVER, THIS WOULD BE, IN OUR VIEW, AN IMPORTANT MISSED OPPORTUNITY TO IMPROVE AND AT MINIMUM MAINTAIN PRESENT U.S. MARKET SHARE.

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5. DESPITE RESERVATION AND DIFFICULTIES POSED PARA 3 STATE 239328 WE URGE USDOC SEEK WAY TO FUND THIS KEY COMMERCIAL EVENT. AT A MINIMUM WE WILL REQUIRE THE ASSISTANCE OF QUALIFIED SHOW MANAGER PRECEDING AND DURING FAIR. PLEASE KEEP EMBASSY INFORMED RE PROGRESS ON INCLUDING PACIFIC FAIR IN FY 78 EVENT SCHEDULE.
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